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ACREAGE-MARKETING GUIDES

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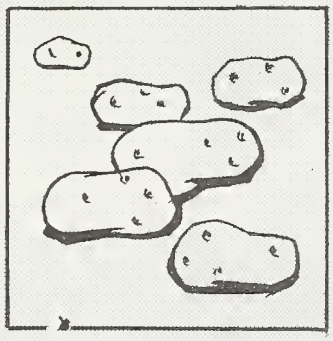

WINTER POTATOES

WINTER VEGETABLES

Agricultural Marketing Service AMG-11
UNITED STATES DEPARTMENT OF AGRICULTURE
Washington, D.C.

FOREWORD

The acreage-marketing guides program for vegetables, including potatoes, is designed to assist growers in balancing the supply of each vegetable with market requirements. The objective of the program is to provide the best possible estimates of the acreage of particular vegetables required to produce the quantity of these vegetables necessary to satisfy the market need anticipated for the coming season.

The guides are prepared by specialists who follow the markets for the various commodities closely throughout the year and develop a record of happenings in the various markets, with explanations for unusual occurrences. On the basis of the latest and best available information, specific recommendations are developed for each commodity and a brief report is prepared explaining the reasons for each recommendation. Recognition is given to trends in recent years and for long time periods. Also, any abnormalities of preceding seasons are considered carefully. However, the recommendations are based upon the assumption that average conditions will prevail in the following season. The recommendation for each commodity is presented in terms of a percentage change from the acreage and production for preceding years, so that each individual grower can apply this percentage-change recommendation to his own operations. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The grower is provided with the Department's recommendation and also with the latest information upon which the recommendation is based. The information is presented to the grower in sufficient time for him to consider the facts as he develops his plans for the forthcoming season. The fundamental concept behind the guide program is that, given the best information possible, the grower will make intelligent decisions for his and the industry's best interest. Compliance with the guides on the part of growers is voluntary. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1960 Acreage Marketing Guides
Winter Vegetables and Winter Potatoes

The primary purpose of acreage-marketing guides is to bring about a necessary adjustment in planted acreage from that of the preceding year so that the resulting production will be in line with market requirements. Each individual grower should adjust his own acreage in accordance with the individual commodity guides. For example, when it is recommended that the 1960 acreage of cabbage be reduced 15 percent from the acreage planted in 1959, every grower of winter season cabbage should reduce his plantings by 15 percent.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields in recent years will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

I. 1959 REVIEW AND RECOMMENDATIONS FOR 1960

Winter Vegetables: Growing conditions in 1959 showed the usual variation between the widespread production areas. In 1959, Florida growers experienced too much rain, frosts in January, and unseasonably warm weather in February. The unfavorable weather reduced yields and quality of many commodities. Prices generally ranged from moderate to high levels and gross returns to growers were well above the levels of the disastrous 1958 season. The acreage of snap beans continued its downward trend while green peppers and escarole continued to expand. Growers had difficulty marketing their escarole crop and their very large celery crop.

Growing conditions also were unfavorable in Texas. Excessive rains early in the season restricted plantings and retarded the progress of many vegetables. Shipments were relatively light until about mid-winter. Then as the movement increased prices declined rapidly. Season average prices to growers were relatively low for beets, cabbage and carrots. Under more normal conditions the beet and carrot crops probably would have been marketed readily at more favorable prices. However, the cabbage crop exceeded normal market needs.

In Arizona and California producing areas, favorable weather predominated. The only major problems encountered were in marketing celery and lettuce. Considerable competition from Florida affected the market for celery. For lettuce, however, the problem was too much acreage in these states. In 1959, a state marketing order was instituted in California and the volume of shipments was regulated during the last-half of the season.

Total planted acreage of these 16 winter vegetables for fresh market in 1959 was 2 percent less than in 1958. Yields were generally higher in 1959 and production was 7 percent more than in 1958. In the aggregate, prices

averaged 91.3 percent of the 1947-49 average prices for winter vegetables compared with 112.4 percent in 1958. The aggregate acreage guide for the 16 winter vegetables in 1960 is a planted acreage 3 percent less than in 1959. With normal abandonment and average yields, this acreage will result in a production 2 percent more than in 1959.

Winter Potatoes: The 1960 acreage guide for winter potatoes is a planted acreage equal to 1959. This acreage, with normal abandonment and average yields, will result in a total production 9 percent more than in 1959 but 15 percent less than in 1958. Plantings in Florida in 1959 were materially lower than in 1958. However, yields were much higher and production was up 39 percent. The California acreage also was smaller than in 1958. Yields were down and production was 44 percent less than in 1958. Winter crop potatoes are marketed in competition with storage supplies from the preceding fall crop. These storage potatoes are the most important price determining factor during the winter season and ample stocks are likely in 1960.

Specific acreage guide recommendations for 1960 winter vegetables are as follows:

Commodity	Percentage change in 1960 planted acreage compared with 1959 (percent)
Snap Beans	Plus 10
Beets	Plus 5
Broccoli	No change
Cabbage	Minus 15
Carrots	No change
Cauliflower	1/
Celery	2/
Corn, Sweet	No change
Cucumbers	Plus 65
Escarole	Minus 15
Kale	No change
Lettuce	3/
Green Peppers	Minus 15
Shallots	No change
Spinach	No change
Tomatoes	Plus 15
Potatoes	No change

1/ Cauliflower: Planted acreage two-thirds larger than in 1959 in Texas and equal to 1959 in Florida.

2/ Celery: Planted acreage 20 percent less than in 1959 in Florida and 5 percent less in Arizona and California.

3/ Lettuce: Planted acreage 10 percent below 1959 in California and 25 percent above 1959 in Texas and equal to 1959 in all other states.

II. DEMAND FOR WINTER VEGETABLES IN 1960

Prices received by growers for vegetables during the 1960 winter season will depend largely upon the volume and pattern of marketing. However, general economic conditions and consumer demand will also have a bearing upon prices. Prospects are for a continued rise in consumer incomes for the rest of 1959 and early 1960, and farmers can expect continued strong consumer demand for their winter vegetables. Real per capita disposable income has increased since mid-1958 for the first time since 1955. The rise in real incomes reflects increased demand for goods and services by Government, business, and consumers.

The rise in Government purchases of goods and services was a major factor in stimulating the recovery from the 1957-58 recession. State and local Government purchases continue to rise to provide essential public services for a rising population. In recent months, Federal purchases have leveled out after rising 9 percent between the first quarter of 1958 and the first quarter of 1959.

Business is optimistic concerning the economic outlook. Capital spending by business in the third quarter of 1959 is expected to reach an annual rate of $33.4 billion, up 13 percent from a year ago, according to a recent survey of spending plans by the Securities and Exchange Commission and the Department of Commerce. Plant and equipment expenditures in 1959 are now estimated to total $32.6 billion, up $800 million from the estimate made in January-March. The trend of new orders for machinery and capital appropriations of large manufacturing firms also indicates that capital spending will continue to rise through 1959 and into 1960.

Record expenditures for research and development and sharply improved corporate profits are important factors in the turn around in capital spending. During the past six months business has increased its investment in inventories. Sales at both retail and manufacturing levels are at record levels and the ratio of stocks to sales in practically all industries are sharply below the levels in the 1957-58 recession and moderately below the 1955-57 average. This indicates that in order to handle the record volume of sales some further build up in inventories is probable.

Consumers have increased their purchases, particularly of new homes and durable goods during the past year, reflecting improved income and job prospects. Outlays for residential construction were 31 percent above May a year earlier. Retail sales of durable goods were 17 percent higher in May than a year earlier. Dealer sales of new automobiles in May were about 35 percent above a year ago. Sales of nondurable goods were at record level in May, and food store sales were one percent higher than in May 1958.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Production Materials: Production supplies such as farm machinery, equipment, trucks, tractors, repair parts, fuels and tires are in plentiful supply, and are expected to be adequate for the 1960 winter fresh vegetable season. Adequate supplies of fertilizers are expected to be available although farmers should place orders early enough to assure delivery of special formulations. An effective pesticide for nearly every recommended purpose will be available in ample supply. To avoid delay in delivery owing to depleted stocks at the end of the summer season, growers should not wait too long in ordering insecticides, fungicides and weed killers.

Manpower: The over-all supply of farm manpower in 1960 should continue to be reasonably adequate unless industrial activities continue to expand. Farm employers, especially those using many seasonal workers, will be encouraged to exert extra effort to recruit and employ domestic workers. Planning for the recruitment of needed labor should be done in close cooperation with local Employment Service offices. This will facilitate more effective use of the domestic farm labor force through better scheduling of movements of these workers. Workers from foreign sources will continue to be available for seasonal farm work if needs cannot be met from domestic sources. The supply of experienced year-round farm workers is expected to continue tight. Continuing attention to adequate housing, continuity of employment and other incentives is necessary to attract and hold qualified domestic workers in the farm work force.

Transportation: Facilities should be ample for transporting 1960 winter season fresh vegetables. If weather conditions permit normal patterns of production and loading, the supply of railroad cars, trucks and trailers should be adequate. Any shortages should be temporary.

IV. SURPLUS REMOVAL

It is the policy of the U. S. Department of Agriculture to limit surplus removal assistance for potatoes and other vegetables to those areas where there has been substantial compliance with the Department's acreage-marketing guides. However, compliance with the guides program does not commit the Department to provide assistance for any commodity or area. By providing growers with the available marketing information, the Department attempts to aid growers in bringing supplies in balance with market requirements and avoid marketing difficulties. Before planting time, growers should take measures to evaluate carefully their potential outlets.

V. FOREIGN WINTER VEGETABLE PROSPECTS

Exports: Winter vegetable exports during the 1958-59 season continued the upward trend of recent years, largely reflecting the increased demand in Canada. Exports for the seven more important vegetables amounted to 2.8 million cwt. compared to 2.7 million cwt. in 1957-58. This was an increase

of 3.5 percent. Tomatoes were up sharply, which reflected the larger U. S. crop in 1959.

Exports of these vegetables are expected to increase again in 1960. Winter vegetables benefited from recent changes in Canadian rates of duty. The following vegetables will be duty free during the non-seasonal period and when the specific duty is not in effect: carrots, celery, lettuce, peppers, cantaloups, and green beans. The seasonal duty formerly was 10 percent ad valorem. The following fresh vegetables will be duty free during the periods specified: tomatoes, January through March; cabbage, March through April; cauliflower, January through April; and spinach all year. The United Kingdom liberalized imports of fresh vegetables in June of 1959. However, it is unlikely that we can export a large tonnage to this market because of competition from European fresh vegetables.

WINTER VEGETABLES: Exports from the United states by Months, 1958-59

Commodity	1958		1959				Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1958-59	1957-58
	1,000 cwt.							
Lettuce	120.6	167.3	146.7	118.5	162.9	191.8	907.8	916.8
Celery	77.3	108.7	108.8	105.4	122.7	114.5	637.4	582.4
Carrots	8.0	32.1	37.0	51.6	98.9	129.0	356.6	473.3
Cabbage	8.2	36.7	69.6	106.8	90.5	99.7	411.5	468.0
Peppers	8.1	6.9	5.6	8.3	6.0	6.5	41.4	27.2
Tomatoes	182.3	120.2	31.6	17.7	7.5	11.7	371.0	175.0
Beans, green	10.5	11.9	3.8	6.5	8.2	5.0	45.9	34.0

Compiled from records of the Bureau of the Census.

Imports: Winter vegetable imports in 1958-59 decreased only slightly from the large volume of the 1957-58 season. There was a sharp increase in the Mexican acreage in the 1958-59 season with a substantial increase in the staked tomato acreage. However, lower U. S. prices, plus flood damage to early plantings in Mexico, tended to hold down the volume of imports. Imports of both tomatoes and cucumbers from Cuba were down sharply because of political unrest, labor and transportation problems in Cuba, and lower U. S. prices.

Continued political unrest in Cuba may cause a substantial reduction in acreage during the 1959-60 season. There is likely to be a reduction in total

plantings in Mexico from the very large 1958-59 acreage, but there are likely to be further increases in the staked tomato acreage. If growing conditions are average, there should be sufficient tonnage to maintain or slightly increase exports to the United States. Market prices in this country have a major effect on the tonnage imported.

WINTER VEGETABLES: Imports into the United States by months, from Cuba and Mexico 1958-59

Commodity and Country of Origin	1958	1959				Total 5 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	1958-59	1957-58
	1,000 cwt.						
Peppers							
Cuba	--	.1	1.1	3.1	2.2	6.5	5.4
Mexico	--	4.9	10.8	27.4	63.8	106.9	117.3
Eggplant							
Cuba	--	.4	6.6	8.0	3.0	18.0	11.5
Mexico	--	.4	2.7	4.5	5.8	13.4	10.3
Tomatoes							
Cuba	--	12.6	57.7	88.2	36.4	194.9	322.3
Mexico	6.6	49.5	204.7	405.3	820.4	1,486.5	1,549.7
Cucumbers							
Cuba	--	35.7	131.4	99.2	28.3	294.6	319.8
Mexico	--	2.7	3.6	8.5	17.5	32.3	18.8
Cantaloups							
Cuba	--	.5	1.0	--	.1	1.6	0
Mexico	--	--	2.0	5.0	54.8	61.8	36.2
Watermelons							
Cuba	--	.1	.9	.4	.7	2.1	.6
Mexico	--	--	.4	2.5	27.1	30.0	10.2

Compiled from records of the Bureau of the Census.

VI. CANNED AND FROZEN VEGETABLES

Most canned and frozen vegetables were in heavy supply during the winter season of 1959. The only exceptions were moderate stocks of canned sweet corn and relatively light stocks of canned spinach and lima beans. Disappearance of all commodities was maintained at a high rate. However, the disappearance of frozen vegetables was slightly below the record levels of 1958 when many fresh vegetables were in limited supply.

Processed vegetables are expected to be in ample supply again in the winter of 1960. Preliminary acreage and production data for vegetables for processing in 1959 indicate that packs of tomatoes and tomato products, beets and canned peas will be smaller than in 1958. However, carryovers of these items will be heavy and will largely offset any reductions in new packs. Larger packs appear likely for canned lima beans, canned and frozen snap beans, spinach and sweet corn and frozen peas. The generally abundant supplies of processed vegetables will continue to offer strong competition to fresh vegetables.

SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN VEGETABLES, WINTER SEASON 1957-58-59

Commodity	Total Supply January 1			Disappearance Jan. 1 - Mar. 31		
	1957	1958	1959	1957	1958	1959
	(million cases basis 24/2's)					
Canned Vegetables 1/						
Lima Beans	2/ 3.2	2/ 2.6	2/ 2.3	3/ .8	3/ .8	3/ 1.1
Snap Beans	17.1	19.4	19.7	6.7	7.5	7.4
Beets	7.1	7.7	7.2	3/ 1.6	3/ 2.0	3/ 1.8
Carrots	2.4	2.4	2.7	3/ .4	3/ .4	3/ .6
Corn, Sweet	25.7	26.1	21.3	8.9	9.3	8.6
Peas, Green	17.1	22.9	24.3	7.0	7.5	7.8
Spinach	2/ 2.8	2/ 4.0	2.1	4/ .5	4/ 1.6	4/ .4
Tomatoes	19.5	15.0	20.2	6.3	6.5	6.4
Frozen Vegetables			Million Pounds			
Lima Beans	108.2	109.2	103.3	30.8	33.2	29.8
Snap Beans	86.2	86.0	94.8	37.0	40.7	37.3
Corn, Sweet	82.5	92.4	80.9	31.6	36.5	31.4
Peas, Green	219.1	234.9	192.6	80.7	85.5	77.9
Spinach	35.7	39.7	34.0	4/ 9.1	4/ 14.9	4/ 14.5

1/ Total supply includes canners' and distributors' stocks.
2/ Estimate
3/ Interpolation
4/ January 1 to March 1.

National Canners Association, National Association of Frozen Food Packers, Census Bureau, and AMS, USDA.

Winter Vegetables: 1960 Planted Acreage Guides With Comparisons

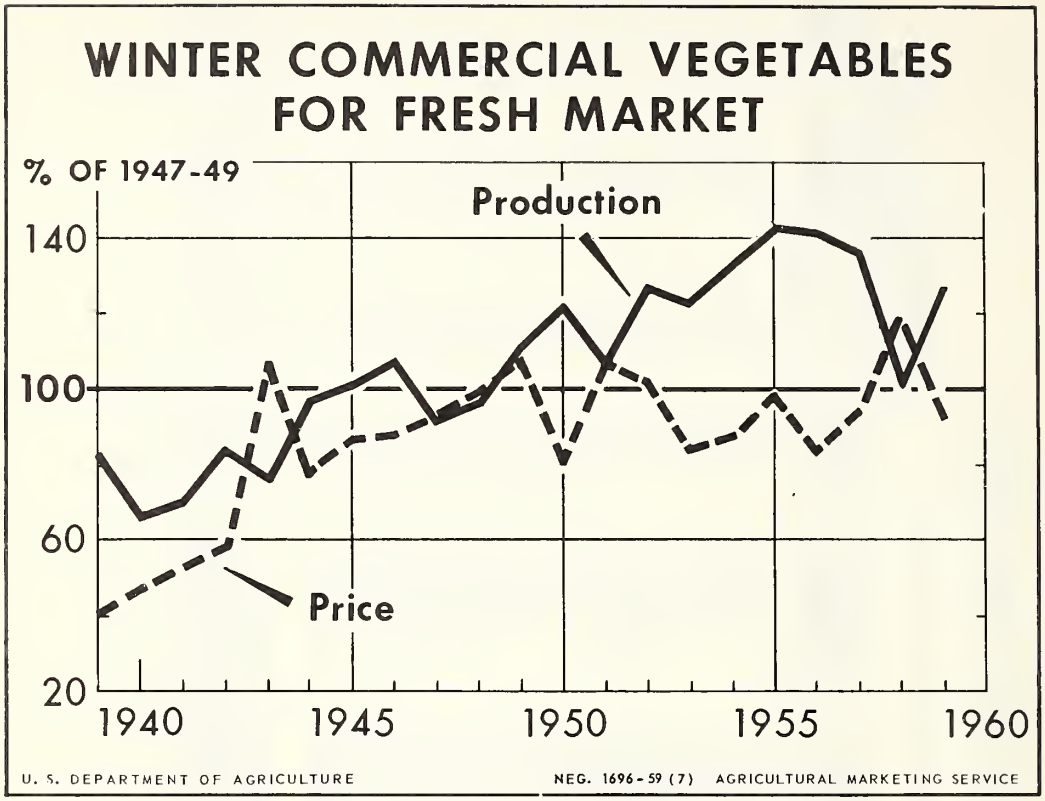
Commodity	Planted Acreage					Percent Acreage Guide is of			
	1960 Guide	1959 Prel.	1958	1953-57 Average	1948-52 Average	1959 Prel.	1958	1953-57 Average	1948-52 Average
	acres					percent			
Beans, Snap	20,900	19,000	22,000	24,500	34,220	110	95	85	61
Beets	2,100	2,000	2,500	3,180	5,520	105	84	66	38
Broccoli	3,200	3,250	3,250	4,426	7,686	98	98	72	42
Cabbage	37,900	44,600	39,700	40,580	50,480	85	95	93	75
Carrots	29,800	29.800	27,000	36,820	41,270	100	110	81	72
Cauliflower	5,200	3,350	4,900	6,002	3,740	155	106	87	139
Celery	11,800	13,750	12,000	10,084	10,014	86	98	117	118
Corn, Sweet	9,200	9,200	11,200	10,880	1/	100	82	85	-
Cucumbers	2,800	1,700	2,700	2,920	2,320	165	104	96	121
Escarole	6,400	7,500	6,800	5,440	4,200	85	94	118	152
Kale	2,400	2,400	2,500	2,720	2,740	100	96	88	86
Lettuce	60,200	63,200	65,700	67,520	61,520	95	92	89	98
Peppers, Green	6,000	7,000	6,300	5,120	3,460	86	95	117	173
Shallots	1,800	1,800	2,300	3,960	3,080	100	78	45	58
Spinach	14,600	14,650	14,150	14,960	37,190	100	103	98	39
Tomatoes	19,100	16,600	22,400	19,020	13,680	115	85	100	140
Total	233,400	239,800	245,400	258,132	2/ 281,120	97	95	90	2/ 80

1/ Not available.
2/ Sweet corn not included.

Winter Vegetables: 1960 Production With Comparisons

Commodity	Production 2/					Probable Production from Acreage Guide as Percent of			
	1960 1/ Guide	1959 Prel.	1958	1953-57 Average	1948-52 Average	1959 Prel.	1958	1953-57 Average	1948-52 Average
	tons					percent			
Beans, Snap	33,650	26,250	5,700	39,000	44,500	128	590	86	76
Beets	8,500	8,000	10,000	12,850	17,500	106	85	66	49
Broccoli	7,350	7,600	7,600	9,950	15,950	97	97	74	46
Cabbage	292,900	294,300	304,800	316,850	347,600	100	96	92	84
Carrots	212,400	214,400	238,750	240,050	252,250	99	89	88	84
Cauliflower	23,150	9,000	18,900	28,550	17,700	257	122	81	131
Celery	250,750	269,100	246,800	227,650	191,400	93	102	110	131
Corn, Sweet	27,600	19,500	4,600	32,500	3/	142	600	85	-
Cucumbers	7,600	2,400	0	7,650	6,000	317	-	99	127
Escarole	35,300	38,500	30,250	29,650	23,350	92	117	119	151
Kale	8,500	8,400	8,100	9,650	10,050	101	105	88	85
Lettuce	427,250	425,300	430,800	457,550	378,950	100	99	93	113
Peppers, Green	27,900	21,900	7,000	23,800	17,400	127	399	117	160
Shallots	2,250	1,800	2,300	5,050	4,150	125	98	45	54
Spinach	35,750	36,200	36,500	33,800	44,000	99	98	106	81
Tomatoes	109,800	93,700	31,700	108,000	61,700	117	346	102	178
Total	1,510,650	1,476,350	1,383,800	1,582,550	4/1,432,500	102	109	95	4/ 104

1/ Computed: Acreage guides for 1960 winter vegetables times average yield.
2/ Includes some quantities not marketed (See individual statements for particulars).
3/ Not available.
4/ Sweet corn not included.



Production of fresh winter season vegetables in 1959 was substantially larger than in 1958, largely reflecting more favorable growing conditions in Florida. In 1958, many crops in Florida were almost a complete loss due to successive freezes and excessive rains. Growing conditions in Texas were unfavorable in 1959 and harvest patterns were severely disrupted. Consequent marketing problems occurred for beets, carrots and cabbage. Winter vegetable growers also had difficulty in marketing their escarole, celery and lettuce crops. Prices for most vegetables were well below the high levels of 1958. In the aggregate, prices averaged 91 percent of the 1947-49 base period compared with 112 percent in 1958.

1960 Acreage-Marketing Guides
Winter Vegetables

Snap Beans

(Florida)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1960 Acreage Guide and Probable Production (planted acreage 10 percent more than in 1959)	20,900		1/ 35	673		
Background Statistics						
1959 Prel.	19,000	17,500	30	525	11.80	6,195
1958	22,000	9,500	12	114	18.60	2,120
1953-57 Average	24,500	22,180	35	2/ 780	10.05	7,686
1948-52 "	34,220	31,720	28	2/ 890	9.16	7,779

1/ 1953-57 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 112 in 1948, 95 in 1951 and 37 in 1955.

Comparisons and Comments: The acreage of winter snap beans has been declining gradually. Acreage planted in 1959 was 14 percent less than in 1958 and 22 percent less than the 1953-57 average. Generally unfavorable weather plagued the crop most of the season. Low temperatures and excessive rains reduced yields and quality and frequently interrupted harvesting. Production was almost five times larger than the freeze-damaged 1958 crop but one-third less than the 1953-57 average. Daily prices ranged widely according to quality. Prices were high for only fair quality during January and February when shipments were at a seasonal low. Imports from Mexico were well above 1958 during this period. Domestic shipments increased steadily during March, with about one-half of the winter crop harvested in that month. For the season, prices averaged moderately above the 1953-57 average. Supplies of processed beans were heavy in 1959 and the disappearance was only slightly less than in 1958. Preliminary data indicate slightly larger supplies of both canned and frozen snap beans in 1960. With timely harvests, growers probably could market in 1960 a crop moderately larger than in 1959.

1960 Guide: The 1960 guide is a planted acreage 10 percent more than in 1959. Such an acreage with normal abandonment and 1953-57 average yield will result in a production 28 percent more than in 1959 and 14 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Winter Vegetables

Beets

(Texas)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1960 Acreage Guide and Probable Production (planted acreage 5 percent more than in 1959)	2,100		1/ 81	170		
Background Statistics						
1959 Prel.	2,000	2,000	80	160	1.05	168
1958	2,500	2,500	80	200	1.90	380
1953-57 Average	3,180	3,180	81	2/ 257	1.52	360
1948-52 "	5,520	5,080	70	2/ 350	1.52	490

1/ 1953-57 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 37 in 1950, 50 in 1953, 32 in 1954 and 16 in 1955.

Comparisons and Comments: Production of beets for fresh market has been declining steadily for a number of years. The 1959 winter crop was 20 percent less than in 1958 and the smallest of record. Unfavorable weather early in the season contributed significantly to the decline in 1959. Heavy rains delayed planting and slowed early growth considerably. As a result, shipments were lighter than usual until early March and prices were high. Prices declined sharply in March as shipments increased, then improved slightly in April as the season neared an end. A delay in harvest of the following small spring crop helped bolster the late market. The season average price was very low, reflecting bunched harvests. Early reports indicate supplies of canned beets in 1960 will be below the heavy stocks available in 1959 but still ample to meet market needs at moderate price levels. Canned beets will continue to offer strong competition to the fresh. Although the demand for fresh beets is relatively limited, growers should be able to market profitably a production larger than in 1959. A slight increase in acreage in 1960, with average yields, should provide adequate supplies.

1960 Guide: The 1960 guide is a planted acreage 5 percent larger than in 1959. Such an acreage, with no abandonment and a 1953-57 average yield, will result in a production 6 percent larger than in 1959 but 34 percent below the 1953-57 average.

1960 Acreage-Marketing Guides
Winter Vegetables

Broccoli

(Arizona, South Carolina and Texas)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1960 Acreage Guide and Probable Production (planted acreage equal to 1959)	3,200		1/ 46	147		
Background Statistics						
1959 Prel.	3,250	3,250	47	152	9.05	1,376
1958	3,250	2,900	52	152	9.37	1,424
1953-57 Average	4,426	4,346	46	199	8.90	1,736
1948-52 "	2/ 7,686	7,586	42	319	9.91	3,114

1/ 1953-57 average yield.
2/ Arizona only in 1948.

Comparisons and Comments: Acreage in 1959 equaled 1958 with larger plantings in Texas offsetting a decline in Arizona and South Carolina. Weather factors were generally favorable for producing the crop and acreage harvested exceeded 1958 by 12 percent. Yields were especially high in Arizona but below 1958 in Texas, the principal producing state. As a result, the average yield was 10 percent less than 1958. The crop was equal to that produced last year but about a fourth below the 1953-57 average. Light supplies were available from Texas and Arizona during January and increased moderately early in February. Prices held at moderate levels in February but declined in March as shipments from the California spring crop increased seasonally. California is a major source of competition during the winter months. Crop conditions in that state have a considerable influence upon markets for winter broccoli. Larger supplies of competing fresh vegetables are likely in 1960. Frozen stocks are expected to be at least as large in the winter of 1960 as they were in 1959. In general, ample supplies of frozen broccoli and potentially large supplies available in California tend to restrict expansion of winter season production.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage with a 1953-57 average yield will result in a production 3 percent less than in 1959 and 26 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Winter Vegetables

Cabbage

(Arizona, California, Florida and Texas)

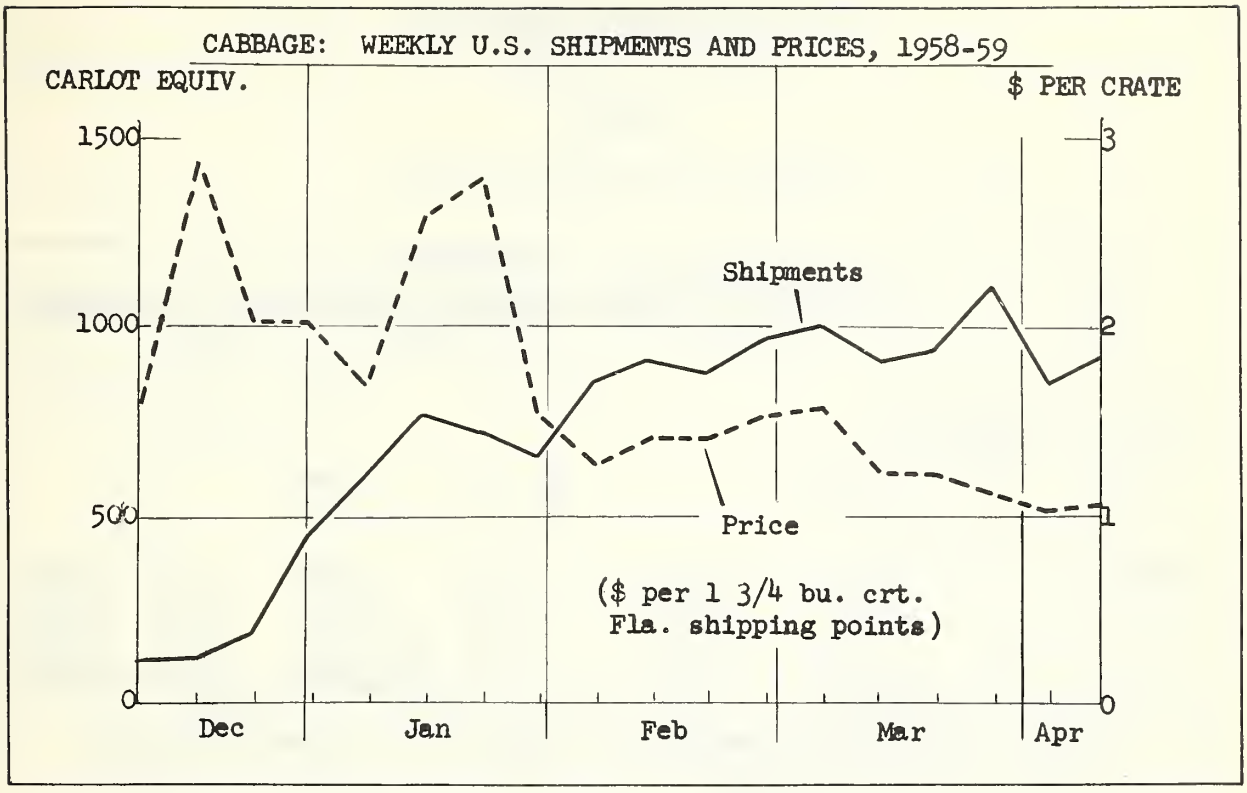
Year	Acreage Planted (acres)	Acreage For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1960 Acreage Guide and Probable Production (planted acreage 15 percent less than in 1959)	37,900		1/ 161	5,858		
Background Statistics						
1959 Prel.	44,600	41,100	143	2/ 5,886	2.01	11,275
1958	39,700	37,300	163	6,096	2.80	17,062
1953-57 Average	40,580	39,180	161	2/ 6,337	1.69	9,356
1948-52 "	50,480	46,720	152	2/ 6,952	2.20	13,135

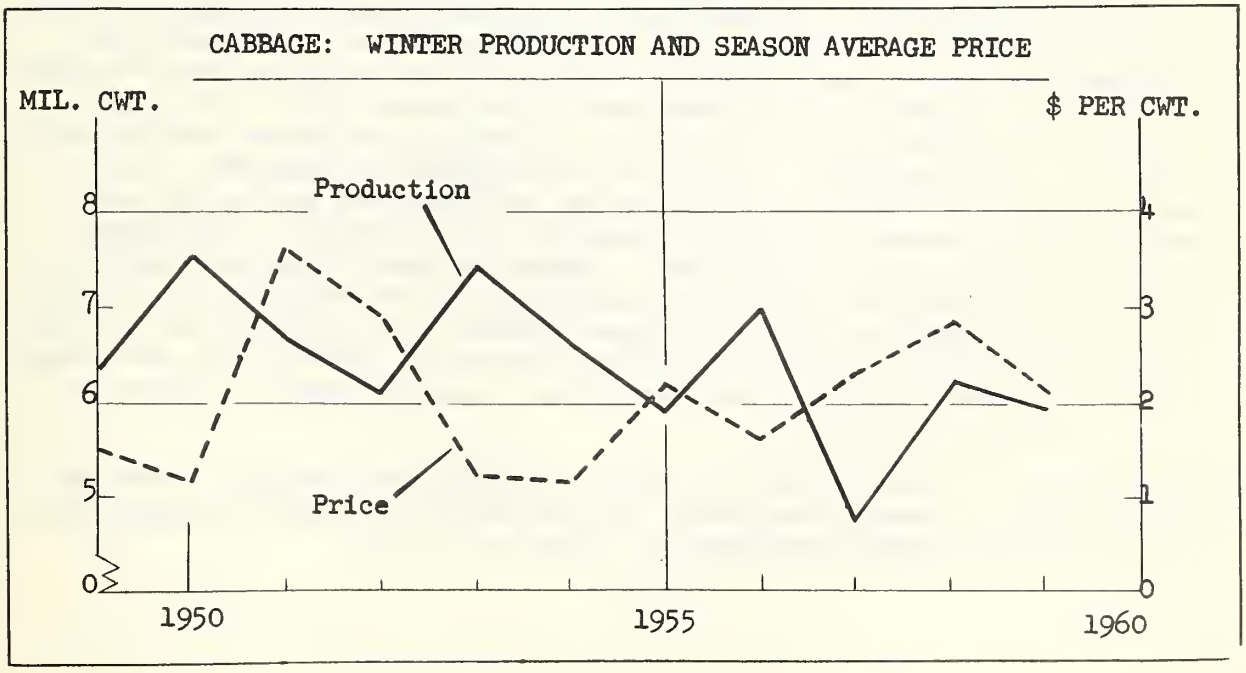
1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 476 in 1948, 1,037 in 1949, 1,912 in 1950, 1,014 in 1951, 274 in 1952, 2,270 in 1953, 1,257 in 1954, 152 in 1955, 268 in 1956 and 280 in 1959.

Comparisons and Comments: Planted acreage in 1959 was 12 percent above 1958 and 10 percent above the 1953-57 average. Acreage was increased in all states except Arizona. Prospects of a burdensome supply were reduced early in the season by unfavorable weather. October floods caused acreage losses in Texas and subsequent cold weather caused further damage. Yields in Texas were the lowest since 1951. Cold weather hampered the Florida crop and the yield was moderately below average. More favorable weather contributed to above average yields in Arizona and California. Winter production was 3 percent less than in 1958 when freezes and rains reduced the Florida crop. Prices for good quality cabbage reached fairly high points in December and January, then declined as the season progressed. Average prices in Arizona, California, and Florida fell short of the high levels of 1958 but were above the 1953-57 average. Below average prices prevailed in Texas, reflecting a glut late in the season. With normal marketing conditions, growers should be able to market a 1960 production about equal to that of 1959.

1960 Guide: The 1960 guide is a planted acreage 15 percent less than in 1959. Such an acreage with a normal abandonment of 4 percent and a 1954-58 average yield will result in a production about equal to 1959 and 8 percent below the 1953-57 average.


CABBAGE: WEEKLY U.S. SHIPMENTS AND PRICES, 1958-59
CARLOT EQUIV.
$ PER CRATE
1500
1000
500
0
3
2
1
0
Shipments
Price
($ per 1 3/4 bu. crt.
Fla. shipping points)
Dec
Jan
Feb
Mar
Apr


CABBAGE: WINTER PRODUCTION AND SEASON AVERAGE PRICE
MIL. CWT.
$ PER CWT.
8
7
6
5
0
4
3
2
1
0
Production
Price
1950
1955
1960

1960 Acreage-Marketing Guides
Winter Vegetables

Carrots

(Arizona, California and Texas)

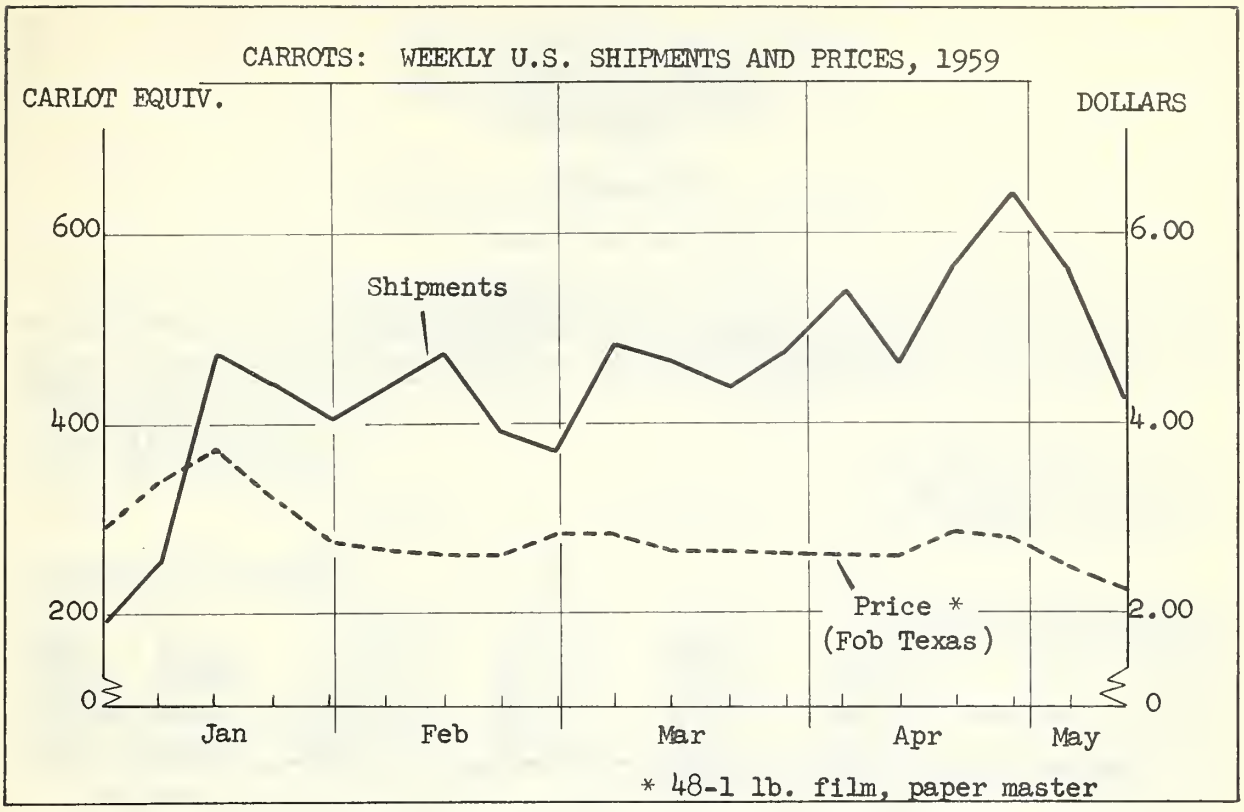
Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1960 Acreage Guide and Probable Production (planted acreage equal to 1959)	29,800		1/ 144	4,248		
Background Statistics						
1959 Prel.	29,800	28,800	149	4,288	3.12	13,388
1958	27,000	26,000	184	4,775	2.82	13,455
1953-57 Average	36,820	36,380	133	2/ 4,801	2.56	12,207
1948-52 "	41,270	41,060	125	2/ 5,045	3.17	15,562

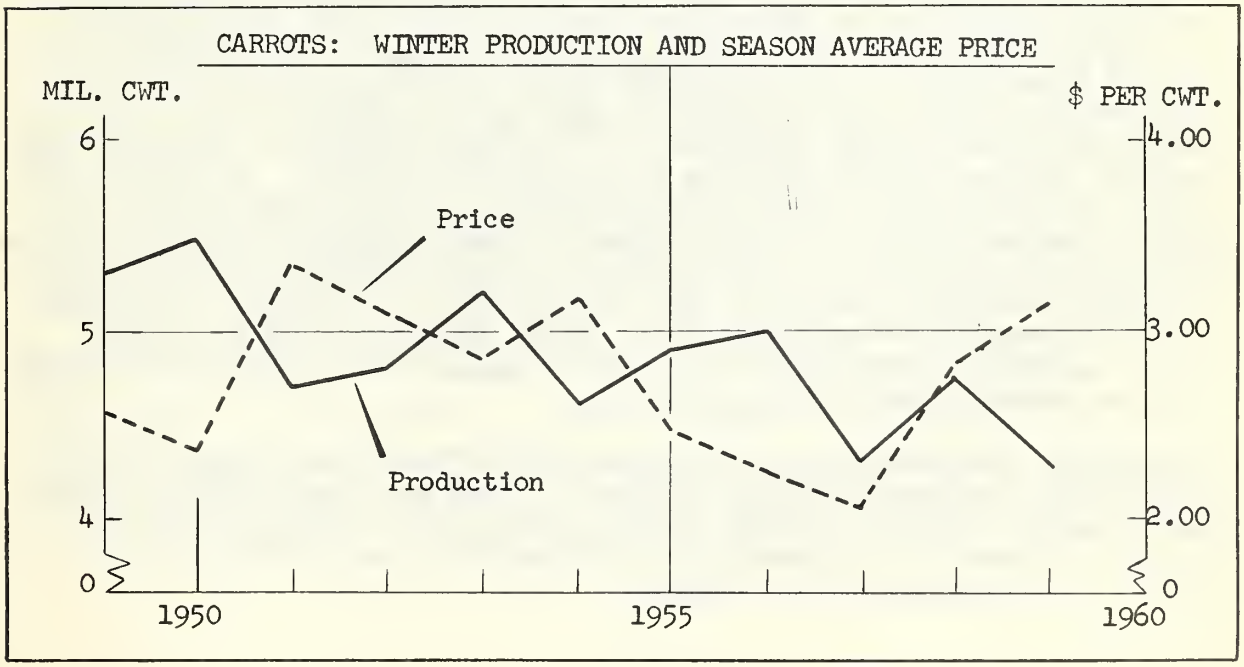
1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 378 in 1949, 231 in 1950, 56 in 1953, 56 in 1954 and 116 in 1955.

Comparisons and Comments: Production in 1959 was the smallest since the early 1940's. The crop was 10 percent below 1958 and 11 percent below the 1953-57 average. The reduction from 1958 resulted from sharply lower yields in Texas and Arizona. In Texas, usually the most important producing state, crops were particularly hard hit by unfavorable weather. Frequent rains retarded development, made harvesting difficult and increased the incidence of disease. Shipments out of Texas were below normal until late in the season. Conditions were more favorable in Arizona and volume supplies were available by mid-December. California was shipping in moderate volume by late February. Prices at shipping points were moderate during the early portion of the season but declined steadily during January. Low prices prevailed from February through May. Season average prices were relatively low in all states; the increased group average price reflected a shift in the relative importance of the different states. The lower prices in 1959 reflected in part the distorted harvest schedule in Texas. With more normal timing of harvests, growers should be able to market readily a 1960 crop about as large as in 1959.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 1 percent and a 1954-58 average yield will result in a production about as large as in 1959.


CARROTS: WEEKLY U.S. SHIPMENTS AND PRICES, 1959
CARLOT EQUIV.
DOLLARS
600
400
200
0
6.00
4.00
2.00
0
Shipments
Price *
(Fob Texas)
Jan
Feb
Mar
Apr
May
* 48-1 lb. film, paper master


CARROTS: WINTER PRODUCTION AND SEASON AVERAGE PRICE
MIL. CWT.
$ PER CWT.
6
5
4
0
4.00
3.00
2.00
0
Price
Production
1950
1955
1960

1960 Acreage-Marketing Guides
Winter Vegetables

Cauliflower

(Florida and Texas)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1960 Acreage Guide and Probable Production (see 1960 guide below)	5,200		1/ 89	463		
Background Statistics						
1959 Prel.	3,350	2,500	72	180	5.12	922
1958	4,900	4,750	80	378	5.78	2,183
1953-57 Average	6,002	5,902	97	571	4.12	2,389
1948-52 "	3,740	3,590	99	354	4.92	1,744

1/ 1953-57 average yield by states.

Comparisons and Comments: Production in these two states was reduced sharply for the second successive season. It was 32 percent of the 1953-57 average. Poor weather in Texas caused most of the decline. Rains in November restricted plantings, destroyed much of early acreage, and resulted in disease conditions in January that lowered yields. The small crop in Florida was about twice that produced in 1958 but quality was affected by extreme temperatures - low in December and high in February. Total volume available for fresh market through February was considerably less than normal and prices held at high levels. A moderate increase in movement from Texas in February sold at moderate prices for fair quality. Low quality was largely responsible for season average prices being less than in 1958. However, larger supplies of other competing fresh vegetables and ample stocks of frozen cauliflower were also important. Frozen stocks are likely to be larger for the winter season in 1960 than in 1959. In addition, marketings from California will supplement winter season supplies. However, under normal conditions growers should be able to market a crop considerably larger than the unusually small 1959 production.

1960 Guide: The 1960 guide is a planted acreage two-thirds larger than in 1959 in Texas and equal to 1959 in Florida. Such an acreage with a normal abandonment in Florida of about 3 percent and 1953-57 average yields by states will result in a production 157 percent more than in 1959 but 19 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Winter Vegetables

Celery

(Arizona, California and Florida)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
	(acres)					
1960 Acreage Guide and Probable Production (see 1960 guide below)	11,800		1/ 436	5,015		
Background Statistics						
1959 Prel.	13,750	13,450	400	2/ 5,382	2.62	12,892
1958	12,000	11,600	426	4,936	4.51	22,261
1953-57 Average	10,084	9,940	459	2/ 4,553	3.60	16,309
1948-52 "	10,014	9,844	388	2/ 3,828	4.14	15,092

1/ 1956-59 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 322 in 1948, 79 in 1950, 91 in 1951, 54 in 1952, 53 in 1953, 43 in 1954, and 457 in 1959.

Comparisons and Comments: Production of winter celery in 1959 approximated 3.1 pounds per person compared with the 1951-58 range of 2.7 to 2.9 pounds. Acreage and production in 1959 were at record levels. Supplies exceeded market requirements and prices received were the lowest in recent years. Most of the excess production originated in Florida where plantings were increased a sixth above 1958. About 20 percent of the Florida crop was not marketed. Cold temperatures in January in Florida and lengthy periods of hot dry weather in Arizona and California reduced yields and crop outturns below earlier expectations. Adverse markets also contributed to the low yields. Some supplies of California fall celery were available into January and added to the excessive supplies of winter celery. More orderly marketing conditions in 1960 will depend upon a substantial reduction in acreage in Florida and some reduction in the West. If weather conditions are more favorable in 1960, growers should anticipate higher average yields.

1960 Guide: The 1960 guide is a planted acreage 20 percent less than in 1959 in Florida and 5 percent less in Arizona and California. Such acreages with an abandonment of 4 percent in Florida and 1956-59 average yield by states will result in a production 7 percent less than in 1959, but 2 percent more than in 1958 and 10 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Winter Vegetables

Sweet Corn

(Florida)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1960 Acreage Guide and Probable Production (planted acreage equal to 1959)	9,200		1/ 75	552		
Background Statistics						
1959 Prel.	9,200	7,800	50	390	6.20	2,418
1958	11,200	2,300	40	92	7.60	699
1953-57 Average	10,880	8,820	75	650	5.30	3,397

1/ 1953-57 average yield.

Comparisons and Comments: The winter crop is grown on the lower East Coast and in the Fort Myers and Everglades sections. The crop in the Everglades was damaged by cold weather. Some acreage was lost and crop outturn was light. Cold weather also caused damage in the Fort Myers section in the latter part of the season. The crop was of generally good quality on the lower East Coast. Plantings were the lowest since 1953 but acreage loss was below average. Production was substantially higher than in 1958 when most of the crop was hit by freezing weather, but 40 percent less than average. Shipments were fairly heavy in late fall and the last half of March but were relatively light from mid-December to mid-March. Prices trended upward from the beginning of the season into March, declined in the last half of March but averaged out at relatively high levels. Winter supplies of fresh and frozen sweet corn combined during the 1950's has ranged from less than half a pound to about one pound per person. Although the supply of frozen corn next winter may exceed that in 1958-59, growers should be able to market profitably a fresh supply larger than that produced in 1959.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with an abandonment of 20 percent and 1953-57 average yield, will result in a production 42 percent more than in 1959 but 15 percent less than the 1953-57 average.

1960 Acreage-Marketing Guides
Winter Vegetables

Cucumbers

(Florida)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1960 Acreage Guide and Probable Production (planted acreage 65 percent more than in 1959)	2,800		1/ 68	152		
Background Statistics						
1959 Prel.	1,700	800	60	48	11.30	542
1958	2,700	0	0	0	-	0
1953-57 Average	2,920	2,220	68	153	9.34	1,422
1948-52 "	2,320	1,500	73	2/ 120	10.79	1,061

1/ 1953-57 average yield.
2/ Includes 11,000 cwt. not marketed in 1948 and excluded in computing value.

Comparisons and Comments: After an almost complete loss in 1958, the acreage planted in Florida for winter harvest was substantially reduced. It was 58 percent of the 1953-57 average. Adverse weather caused abandonment of almost half the acreage and lowered yields. Most of the early crop was in poor condition from December winds and rains when low temperatures in January caused heavy additional losses. Some acreage was replanted in late January and developed fairly well. Production in Florida was about one-third the 1953-57 average. Domestic supplies were light throughout the season and prices held at high levels. Cuba is the principal source of cucumbers during the winter months. In 1959, the volume from Cuba was about 30 percent less than in 1958. The reduction resulted partly from cold weather but the unsettled political situation was a major factor. Harvesting there was delayed by labor difficulties and there were restrictions on boat movements. Weather is the limiting factor in the successful production and marketing of a domestic winter crop. A production in Florida about equal to the 1953-57 probably could be marketed profitably in 1960. The volume available from Cuba is still in considerable doubt.

1960 Guide: The 1960 guide is a planted acreage 65 percent more than in 1959. Such an acreage with an average abandonment of 20 percent and a 1953-57 average yield would result in a production about 3 times as much as in 1959 and about equal to the 1953-57 average.

1960 Acreage-Marketing Guides
Winter Vegetables

Escarole

(Florida)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1960 Acreage Guide and Probable Production (planted acreage 15 percent less than 1959)	6,400		1/ 124	706		
Background Statistics						
1959 Prel.	7,500	6,700	115	2/ 770	4.15	2,760
1958	6,800	5,500	110	605	6.00	3,630
1953-57 Average	5,440	4,720	126	2/ 593	4.49	2,543
1948-52 "	4,200	3,840	120	2/ 467	4.84	1,915

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 64 in 1948, 14 in 1949, 75 in 1950, 161 in 1951, 48 in 1952, 104 in 1954, 21 in 1955, 12 in 1956 and 105 in 1959.

Comparisons and Comments: In 1959, growers reacted sharply to the high prices received in 1958 and expanded acreage substantially. Plantings were up about 10 percent. The result was an oversupply of escarole throughout most of the 1959 marketing season. Growing conditions were variable, ranging from frosts in January to unusually warm weather in February. However, yields were above the low levels in 1958 when frequent freezes occurred. Production in 1959 hit a record high. Harvest was underway by early December and volume supplies were available all season. Market prices were relatively low and some quantities were not harvested because of unfavorable market conditions. The season average price to growers was much lower than in 1958 and 8 percent below the 1953-57 average. The demand for escarole, as for other salad type vegetables, is expanding steadily. However, Florida growers have increased production much faster than the growth in market outlets. To achieve some degree of stability in 1960, acreage should be reduced substantially from the 1959 level. The recommended acreage, with average yields, would provide ample supplies.

1960 Guide: The 1960 guide is a planted acreage 15 percent less than in 1959. Such an acreage, with a normal abandonment of 11 percent and a 1954-58 average yield, will result in a production 8 percent less than in 1959.

1960 Acreage-Marketing Guides
Winter Vegetables

Kale

(Virginia)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1960 Acreage Guide and Probable Production (planted acreage equal to 1959)	2,400		1/ 71	170		
Background Statistics						
1959 Prel.	2,400	2,400	70	168	4.00	672
1958	2,500	2,500	65	162	5.80	940
1953-57 Average	2,720	2,720	71	2/ 193	3.63	667
1948-52 "	2,740	2,720	74	201	4.29	835

1/ 1953-57 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1953 and 9 in 1954.

Comparisons and Comments: Production of winter season kale has been declining slowly since 1953, mostly because of continued acreage reductions. The 1959 crop was 4 percent more than 1958 but 13 percent less than the 1953-57 average. Conditions were favorable as the harvest season got underway and shipments were moderate by early November. However, continuous cold weather during December sharply reduced yields and harvesting was practically halted. Light shipments were resumed by early March. Although supplies were relatively light most of the season, prices ranged from moderate to low levels. The season average price to growers was below the high levels in 1958 but above average. The decline in price from 1958 partially reflected lower quality and more abundant supplies of other winter vegetables. In 1960, growers should be able to market profitably a supply about as large as in 1959. Provided yields are average, a 1960 acreage equal to 1959 would furnish ample supplies.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with no abandonment and 1953-57 average yields, will result in a production 1 percent more than in 1959.

1960 Acreage-Marketing Guides
Winter Vegetables

Lettuce

(Florida, Texas, Arizona and California)

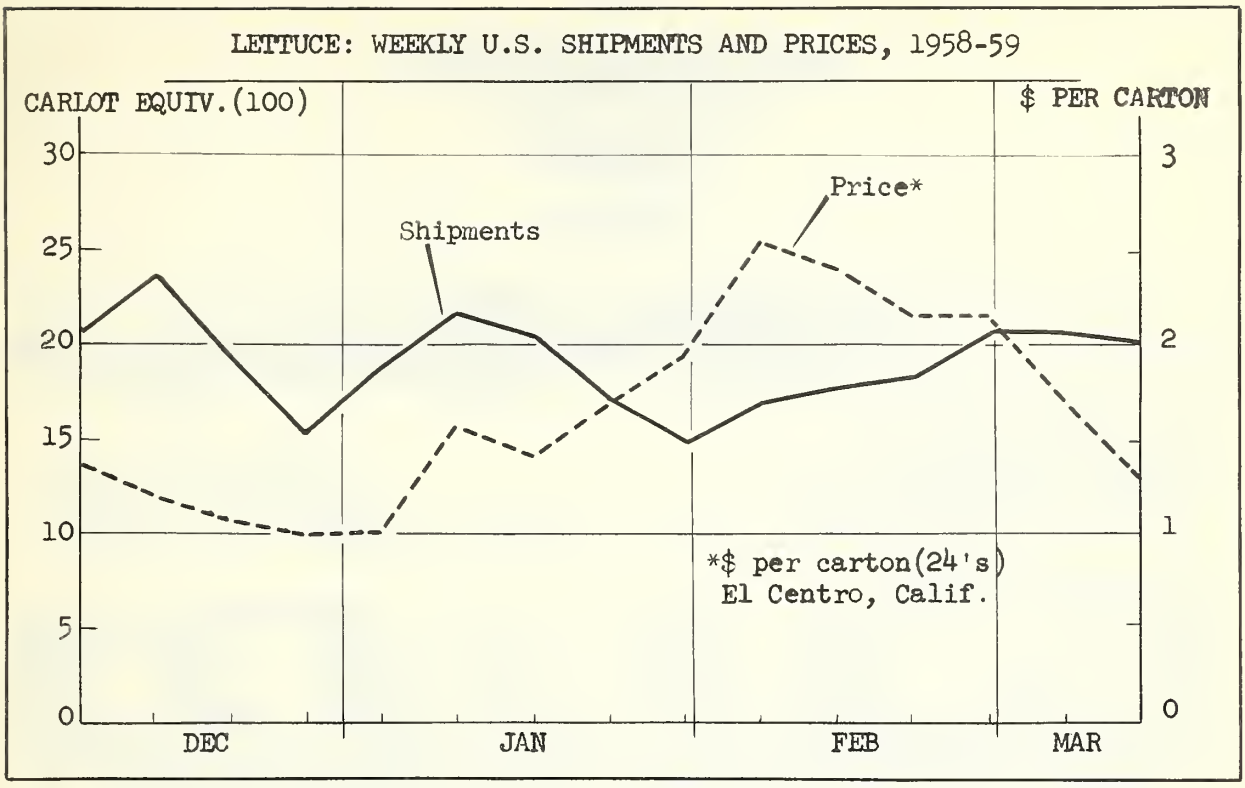
Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1960 Acreage Guide and Probable Production (see 1960 guide below)	60,200		1/ 142	8,545		
Background Statistics						
1959 Prel.	63,200	62,200	137	2/ 8,506	4.14	31,987
1958	65,700	62,600	138	8,616	3.91	33,660
1953-57 Average	67,520	66,880	137	2/ 9,151	3.90	35,506
1948-52 "	61,520	57,940	132	2/ 7,579	4.42	32,955

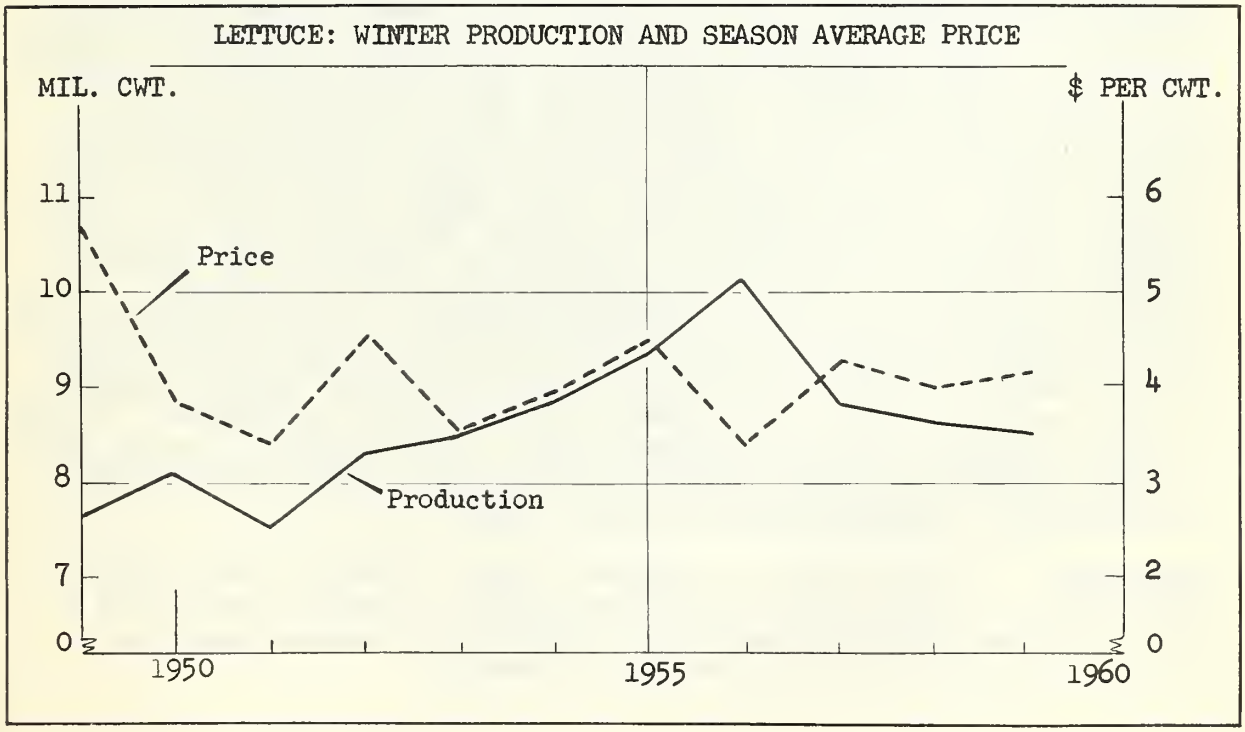
1/ 1954-58 yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 22 in 1948, 598 in 1950, 61 in 1951, 208 in 1956 and 782 in 1959.

Comparisons and Comments: A surplus of lettuce was produced in 1959. However, marketing controls instituted under California state legislation helped avoid glutted markets throughout the season. Practically all of the excessive production resulted from increased acreage in the Imperial Valley of California. Plantings were up slightly in Arizona, about average in Florida and down sharply in Texas. Florida and Texas crops experienced unfavorable weather but conditions generally were good in Arizona and California. Shipments were heavy from early December through mid-January. Distress prices prevailed. In the latter half of January volume regulations reduced shipments and prices improved. Prices for good quality were generally moderate the remainder of the season. Season average prices to growers were slightly above 1958. For several years excessive plantings in the Imperial Valley have created a potential for depressed markets. Abnormal weather in other areas helped markets in 1957 and 1958, while market regulations prevented extremely low prices in 1959. Growers should make a more realistic appraisal of market potentials for the 1960 crop at planting time.

1960 Guide: The 1960 guide is a planted acreage 10 percent below 1959 in California, 25 percent above 1959 in Texas and equal to 1959 in all other states. Such acreages with normal abandonment and 1954-58 yields by states will result in a 1960 production about equal to 1959.


LETTUCE: WEEKLY U.S. SHIPMENTS AND PRICES, 1958-59
CARLOT EQUIV.(100)
$ PER CARTON
30
25
20
15
10
5
0
3
2
1
0
Shipments
Price*
*$ per carton(24's)
El Centro, Calif.
DEC
JAN
FEB
MAR


LETTUCE: WINTER PRODUCTION AND SEASON AVERAGE PRICE
MIL. CWT.
$ PER CWT.
11
10
9
8
7
0
6
5
4
3
2
0
Price
Production
1950
1955
1960

1960 Acreage-Marketing Guides
Winter Vegetables

Green Peppers

(Florida)

Year	Acreage Planted (acres)	Acreage For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1960 Acreage Guide and Probable Production (planted acreage 15 percent less than in 1959)	6,000		1/ 100	558		
Background Statistics						
1959 Prel.	7,000	6,000	73	438	14.30	6,263
1958	6,300	3,100	45	140	33.30	4,662
1953-57 Average	5,120	4,780	100	476	10.74	5,120
1948-52 "	3,460	3,220	109	2/ 348	10.16	3,422

1/ 1953-57 average yield.
2/ Includes 3,000 cwt. not marketed in 1948 and excluded in computing value.

Comparisons and Comments: Although not as damaging as in 1958, weather conditions were unfavorable in 1959. Early in January a large crop was indicated. However, prospects were reduced by rains and generally wet humid conditions in late January that impaired disease control measures, principally in the Pompano section. Some acreage was lost to frost in the Ft. Myers and Everglades areas. Abandonment was above normal but the acreage harvested was almost twice as large as in 1958 and a fourth more than the 1953-57 average. Average yield was also much higher than in 1958 but below average. Production was slightly below average and prices were well above historical levels for this amount of production. Shipments were at peak levels during January, then declined slowly as quality deteriorated. In general, prices to growers were relatively high and the season average price was well above the 1953-57 average. The total value of the crop was high. However, additional production costs required for disease control measures at least partially offset the increase in gross returns to growers. In 1960, growers can probably find an acceptable market for a production larger than in 1959. However, an acreage moderately less than in 1959 would provide ample supplies, provided yields are near average.

1960 Guide: The 1960 guide is a planted acreage 15 percent less than in 1959. Such an acreage with a normal abandonment of about 7 percent and a 1953-57 average yield will result in a production 27 percent more than in 1959 and 17 percent more than the 1953-57 average.

1960 Acreage-Marketing Guides
Winter Vegetables

Shallots

(Louisiana)

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1960 Acreage Guide and Probable Production (planted acreage equal to 1959)	1,800		1/ 25	45		
Background Statistics						
1959 Prel.	1,800	1,700	21	36	7.30	263
1958	2,300	2,000	23	46	6.20	285
1953-57 Average	3,960	3,800	26	2/101	8.55	784
1948-52 "	3,080	3,080	27	83	7.82	633

1/ 1954-58 average yield.
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1955 and 12 in 1956.

Comparisons and Comments: For several years adverse weather has extensively damaged the winter shallot crop. In 1959, Louisiana growers again experienced considerable difficulty. Rainfall was excessive early in the season and resulted in reduced yields and lower quality. Weather was more favorable later in the season but there were heavy infestations of insects. The 1959 acreage for harvest was 15 percent smaller than in 1958 and the smallest of record. Yields were well below average. The small acreage and low yields resulted in a record-low production. Market prices for good quality were fairly high from the beginning of the season in September through January. Prices then declined steadily during the last half of the marketing period. For the season, prices to growers averaged above the low levels of 1958 but were considerably below the 1953-57 average. The problems encountered in producing and marketing this crop in recent years indicate there are only limited possibilities of having a profitable season.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage with no abandonment and 1954-58 average yields will result in a production 25 percent more than in 1959 but 55 percent below the 1953-57 average.

1960 Acreage-Marketing Guides
Winter Vegetables

Spinach

(California, South Carolina and Texas)

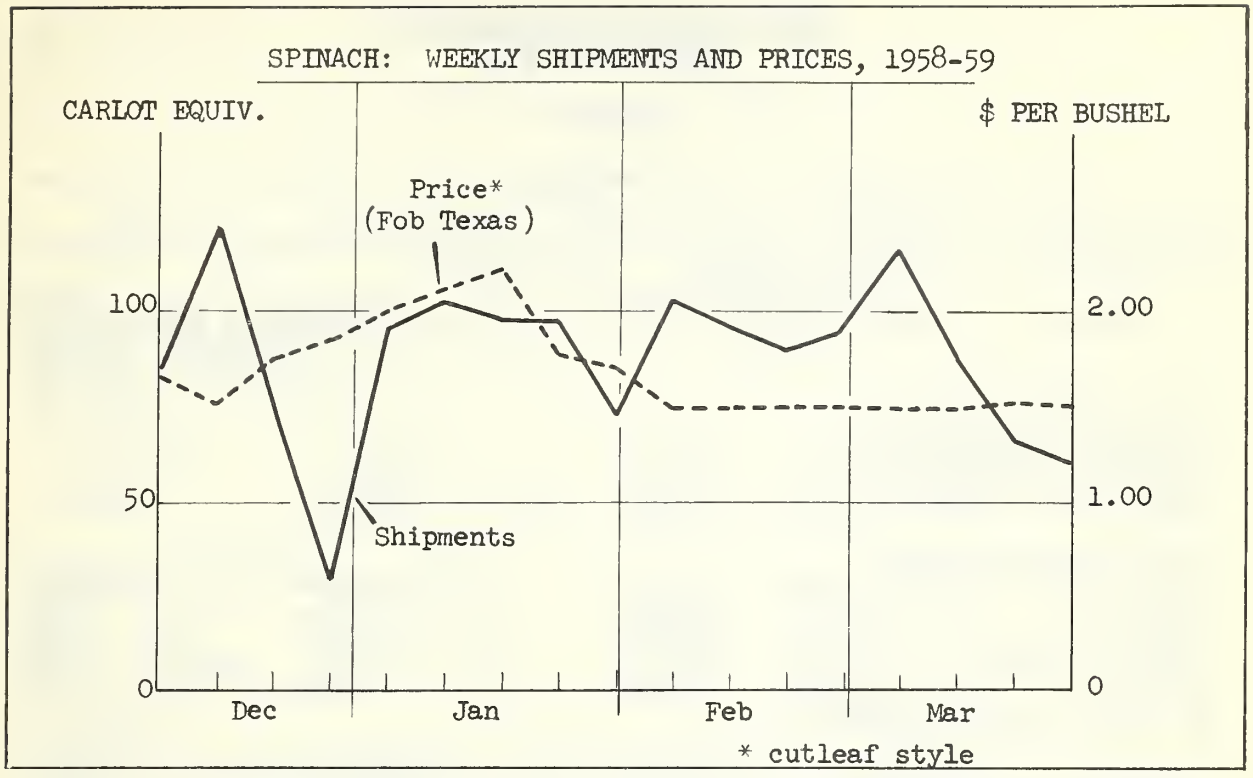
Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield: Per Acre (cwt.)	Production (1,000 cwt.)	Price ($ per cwt.)	Value ($1,000)
1960 Acreage Guide and Probable Production (planted acreage equal to 1959)	14,600		1/ 51	715		
Background Statistics						
1959 Prel.	14,650	14,150	51	724	7.24	5,240
1958	14,150	14,150	52	730	8.38	6,119
1953-57 Average	14,960	14,170	48	2/ 676	7.06	4,748
1948-52 "	37,190	26,086	34	2/ 880	6.32	5,449

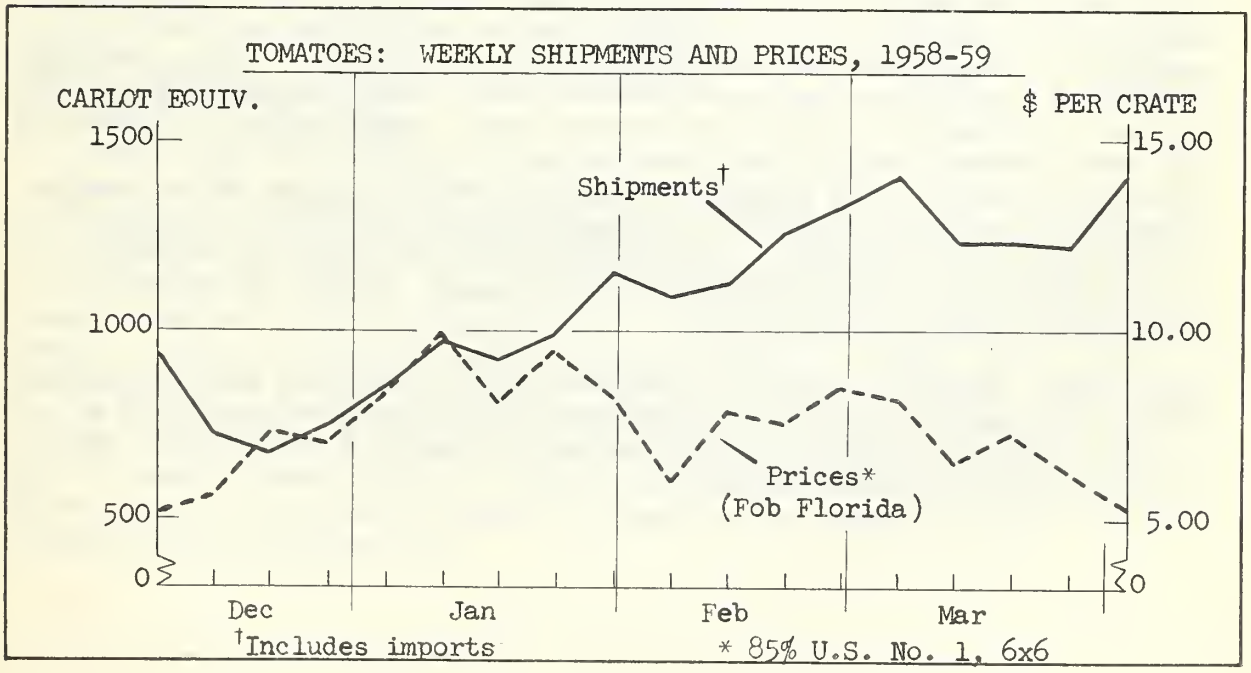
1/ 1956-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1952 and 9 in 1953.

Comparisons and Comments: Plantings of winter season spinach have been relatively stable in recent years, averaging slightly over 14,000 acres. The increase in 1959 over 1958 occurred in Texas, which usually accounts for about 70 percent of the total production. Growing conditions were generally favorable in Texas, with the exception of a period of cold, damp weather in January. Yields were about average. Texas was shipping in volume from December through March, with light shipments continuing into April. Prices were moderate as the season opened but soon declined to relatively low levels. The Texas season average price was well below the high level in 1958. The South Carolina crop was heavily damaged by rains and only a limited amount moved to market. California growers moved most of their crop to local markets and generally received moderate prices. Supplies of frozen spinach were moderate during the 1959 season but are expected to be much larger in 1960. After a long period of decline, production of winter spinach apparently has reached a level of near-balance with market requirements. An acreage in 1960 as large as in 1959 should provide adequate supplies.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 4 percent and a 1956-59 average yield would result in a production 1 percent below 1959.


SPINACH: WEEKLY SHIPMENTS AND PRICES, 1958-59
CARLOT EQUIV.
$ PER BUSHEL
Price*
(Fob Texas)
Shipments
100
50
0
2.00
1.00
0
Dec
Jan
Feb
Mar
* cutleaf style


TOMATOES: WEEKLY SHIPMENTS AND PRICES, 1958-59
CARLOT EQUIV.
$ PER CRATE
1500
1000
500
0
15.00
10.00
5.00
0
Shipments†
Prices*
(Fob Florida)
Dec
Jan
Feb
Mar
†Includes imports
* 85% U.S. No. 1, 6x6

1960 Acreage-Marketing Guides
Winter Vegetables

Tomatoes

(Florida)

Year	Acreage: Planted	Acreage: For Harvest	Yield Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	($ per cwt.)	($1,000)
1960 Acreage Guide and Probable Production (planted acreage 15 percent more than in 1959)	19,100		1/ 121	2,196		
Background Statistics						
1959 Prel.	16,600	16,300	115	1,874	9.40	17,616
1958	22,400	14,100	45	634	12.10	7,671
1953-57 Average	19,020	17,900	121	2,160	9.02	19,296
1948-52 "	13,680	12,800	93	1,234	10.59	12,122

1/ 1953-57 average yield.

Comparisons and Comments: Production in 1959, although substantially below the 1953-57 average, was approximately 3 times larger than the small 1958 crop (beset by disastrous freezes and flooding). Yields per acre in 1959 were also below the 1953-57 average, reflecting adverse growing conditions after early February. Prices were relatively high until late January, at which time a combination of the adverse weather and increasing imports resulted in lower price levels. Suffering severe losses of early plantings because of heavy rains, Mexico was several weeks later than usual in reaching volume shipments. Florida experienced warm, humid weather in February and March, causing quality deterioration and considerable cullage. This weather encouraged rapid growth and maturity, reducing sizes below normal. Growers also encountered difficulty in maintaining a satisfactory insect and disease control program. During the two months of adverse weather, prices fluctuated between moderate and fairly high levels, depending on harvesting conditions and quality.

1960 Guide: The 1960 guide is a planted acreage 15 percent more than 1959. Such an acreage, with a normal abandonment of 5 percent and a 1953-57 average yield, will result in a production 17 percent more than 1959 and 2 percent above the 1953-57 average.

1960 Acreage-Marketing Guides
Winter Potatoes

(California and Florida)

Year	Acreage: Planted	Acreage: For Harvest	Yield: Per Acre	Production
	(acres)		(cwt.)	(1,000 cwt.)
1960 Acreage Guide and Probable Production (planted acreage equal to 1959)				
California	14,300	14,300	1/ 159	2,274
Florida	12,500	12,000	2/ 161	1,932
Total	26,800	26,300	160	4,206
Background Statistics - Total:				
1959 Prel.	26,800	26,300	147	3,874
1958	38,500	34,500	144	4,971
1953-57 Average	31,740	31,240	161	4,988
California:				
1959 Prel.	14,300	14,300	145	2,074
1958	21,000	21,000	175	3,675
1953-57 Average	15,560	15,560	155	2,428
Florida:				
1959 Prel.	12,500	12,000	150	1,800
1958	17,500	13,500	96	1,296
1953-57 Average	16,180	15,680	167	2,560

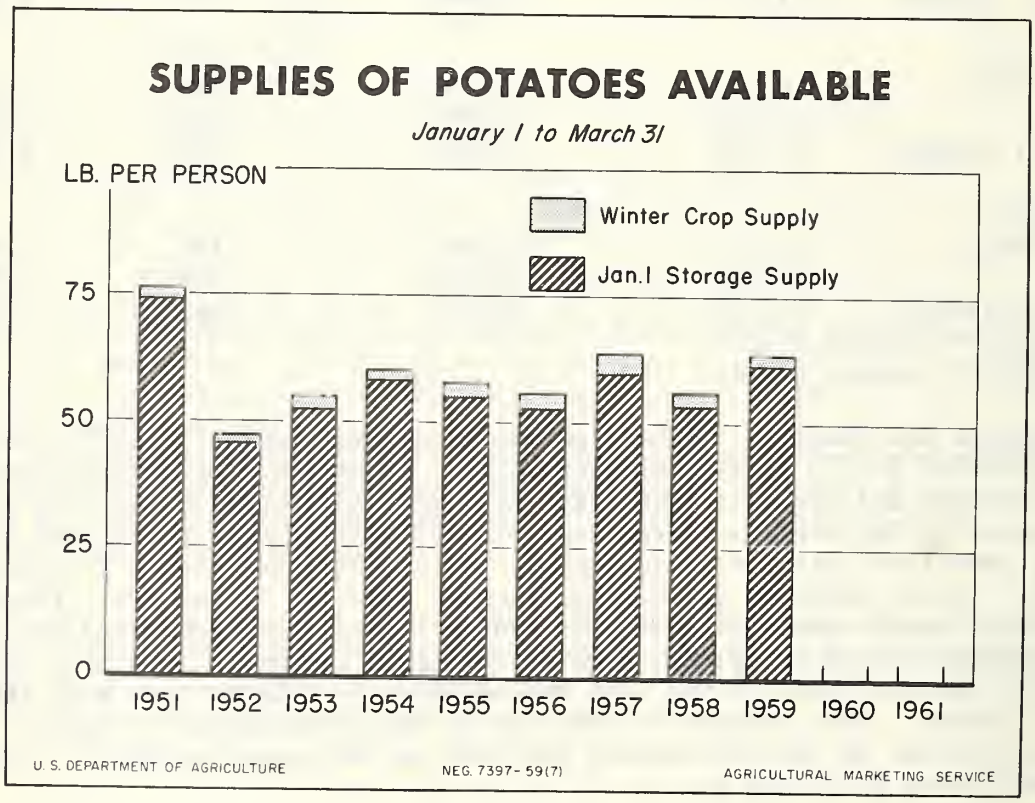
1/ 1955-59 average yield.
2/ 1953-57 average yield.

Comparisons and Comments: Winter potato production peaked in 1957 when the crop amounted to 6.8 million hundredweight. Acreage and production were reduced in 1958 and again in 1959. Slightly more than half of the 1959 crop originated in California. Marketings of the California crop extended, as is usual, from late fall into late winter. Prices advanced during the marketing season. Prices received by farmers averaged about $2.00 per cwt. Florida plantings, which consisted mostly of red varieties, were completed by January 1. Yields were reduced by excessive rains. Florida shipments were light in January; about a third of the crop was marketed in February and more than a half in March. Some acreage in Dade County was harvested after April 1. Prices received by Florida farmers declined as the season advanced. Prices averaged about $2.30 per cwt.

Large to excessive supplies of storage potatoes have burdened winter markets in recent years and have tended to depress prices received for winter potatoes. Relationships between supplies and prices show that prices received for winter potatoes are more responsive to the level of storage supplies than to the level of winter crop supplies. During the 1950s, January 1 storage supplies ranged from 45 to 75 pounds per capita whereas winter crop supplies ranged from about two to four pounds. The indicated acreage of 1959 fall crop potatoes, assuming normal weather, will provide a large supply for storage.

The 1959 national potato marketing guide totaled 230 million hundredweight. Since issuance of the 1959 guides, total market requirement for potatoes has not shown significant expansion or contraction. However, demand for potatoes for processing into food products has continued to trend upward.

1960 Guide: The 1960 guide is a planted acreage equal to that in 1959. Such an acreage, with normal abandonment and 1955-59 average yields by states will result in a production 9 percent more than in 1959 but 15 percent less than in 1958 and the 1953-57 average.



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